



Non-Bargaining Job Posting

Post: Internal/External

DIVISION: Strategic Planning & Development		DEPARTMENT: Energy Strategies and Marketing	
JOB TITLE: Manager, Energy Strategies and Marketing		MAX. OPENINGS: 1	MARKET RATE: Marketing and Communication, Grade 6 (\$83,700 - \$125,600)
General Summary of Duties:	Responsible for the oversight and administration of the utility's Energy Waste Reduction (EWR), customer Renewable Energy (RE) programs and the BWL's marketing and key accounts programs. Manages a team, undertakes planning, and provides direct supervision to ensure compliance with State and Federal Law. Responsible for research, development and implementation of new products and services. Supervises the BWL's key accounts program. Provides technical support for the BWL's long-term planning initiatives and works collaboratively with other departments. Reports directly to Director of Technical Services.		
Job Specifications:	<ul style="list-style-type: none"> • Provide leadership, management, development and promotion of BWL's EWR, RE, marketing and key accounts programs. • Assures compliance with legislation, State of Michigan Public Act (PA) 342, and implements new or amended regulations as necessary. Ensures programs and services are aligned with regulatory requirements of PA 342 and the strategic objectives of BWL. • Develops, manages and monitors the fiscal year budgets of the department and the calendar year budget for the EWR portfolio of programs. • Prepares, organizes and maintains records to document activities, recommend action and prepare reports. • Administers contracts and agreements with contractors in support of department goals. • Monitors the effectiveness of BWL EWR/RE, marketing and key accounts programs and services after implementation and make effective recommendations for program design changes. • Represent the department at BWL Commission Meetings. • Manage department team and influence cross-functional teams to address customer energy use issues and solve problems. Collaborate with other BWL departments such as Corporate Compliance, Legal Services, Customer Service, Public Affairs and Communications. • Stay current with industry trends and incorporate into departmental capabilities where cost effective and appropriate to increase customer satisfaction. • Establishes and maintains department procedures. Provides ongoing feedback to staff and conducts performance appraisals. • Provides emergency response and assistance on call as requires. Supports all company initiatives. Required to follow BWL Safety Manual and wear personal protective equipment as required. 		
Job Specifications: • Knowledge • Skills • Abilities	<p>Required/Minimum Qualifications: Bachelor degree in Business Administration or Science related field with minimum 5 years' experience or 7-10 years of professional experience in energy efficiency management, customer service, utility marketing, and/or renewable energy field. Minimum of 5 years of supervisory experience or management. Excellent verbal and written communications skills. Ability to create reports and presentations, including analysis and trends, to upper management as an aid in decision making. Strong leadership, communication, presentation, and negotiating skills. Experience ensuring compliance with utility rules regulations and tariffs. Technical understanding of energy efficiency programs, energy consumption equipment, net metering and renewable energy programs for residential, commercial, and industrial customers. Proficient in Microsoft Word, Excel, PowerPoint.</p> <p>Preferred Qualifications; Certified Energy Manager (CEM) or other related certifications. Previous experience in budget development/management. Technical knowledge and implementation experience of energy efficiency, renewable energy, demand side management and marketing. Experience in implementing marketing programs or developing marketing initiatives. Knowledge of utility rate structures. Knowledge of utility industry markets including electricity, water, steam, and chilled water</p>		
Physical Requirements:	May require walking in project sites and light lifting of event customer give-a-ways. Considerable sitting, and working with a computer.		
Working Conditions:	Open office environment with field visits to customer sites. Some night meetings and weekend events required.		
To Apply:	Email cover letter and resume to: bwjobs@lbwl.com , with <i>Energy Strategies</i> in the subject line, or mail cover letter and resume to: BWL Human Resources – <i>Energy Strategies</i> , P.O. Box 13007, Lansing, MI 48901. Deadline for submission is October 24, 2017.		